

potential viewers (members), the databases are private, dynamic and interactive. The system is configured to protect member privacy, while at the same time maintaining personal information files that permit specialized targeting of ads (See Column 6, lines 30-35). However, the system of Goldhaber et al. is configured to pay consumer members, according to profiles in the database, for the viewing of the offerings of advertisers. To provide the payments, Goldhaber et al. requires the consumer provide the advertiser with contact information (name, address, etc.). Referring to Column 7, lines 1-10 of Goldhaber et al., it is indicated that an advertiser may pay for consumer names and addresses. Specifically, "For example, if an advertiser wants a consumer's name and address, he has to offer to buy it, and the consumer has to agree to the price. Furthermore, the consumer can specify that no advertiser can resell his/her name without permission. An offer to buy a consumer's name and address might look like this: "Please accept \$2.00 for your name and address so we can send you more info." If the consumer accepts (e.g., by clicking on the associated "CyberCoin), her name and address (from her personal data) will be forwarded to the advertiser, and \$2 will be transferred from the advertiser to the consumer's account."

Further, it is indicated at Column 12, line 45 to Column 13, line 13, that name, address, and telephone data is required from an individual (member) when generating a consumer database. Therefore, while Goldhaber et al. describe profile data (i.e. Gender, Age, Ethnicity) as being separate from personal data (i.e. name, address, and telephone), all are required and stored in the described database. To emphasize the point, attention is directed to Column 13, lines 28-30 where it states that the personal data, i.e. contact "information provided by the consumer is stored in the contact information block (122) of the database." While Goldhaber et al. protect member privacy by keeping contact information in a separate database, the system is not truly anonymous, since the contact information is stored in the system of Goldhaber et al., and payments for viewing advertisements cannot happen without divulging the consumers contact information.

Dedrick describes a network (10) which includes a plurality of client systems (12) coupled to a metering server (14) within a local area network (LAN) (16). See Column 2, lines 62-65. Each client system (12) is provided with an interface, such as a graphic user interface (GUI), that allows the end user to use system (10). The GUI contains fields that receive or correspond to inputs entered by the end user, for example, the fields may include the user's name and possibly a password. See Column 3, lines 37-41. The fields also include user profile data including a mailing address and a phone number. The end user initially enters the requested data and the non-identifying information is transferred to the metering server (14). Column 3, lines 51-58.

Each client system (12) includes a session manager (29), a client interface (23), a client activity monitor (24), a content adapter (25), a statistic compilation process (26,) and a personal profile database (27). Column 4, line 66 to Column 5, line 2. The personal profile database (27) maintains the user profile data for the end user(s) of client system (12). In addition, personal profile database (27) may also include additional information such as credit card numbers, social security numbers, etc. for each individual end user... Column 5, line 50-59.

Statistic compilation process (26) compiles the user profile data contained in personal profile database (27) and transfers the compiled data to metering server (14). Statistic compilation process (26) compiles all of the user profile data in personal profile database (27) except for information which identifies a particular individual. For example, information such as the end user's name, social security number, address and credit card numbers are not included in the compilation. See Column 7, lines 22-32. However, such information is required to be input by a user and is stored within system (10). Such information is stored as part of personal profile database (27).

While Dedrick does not require that contact information be entered, it is reasonable to infer that contact information is entered into the system, to facilitate ordering items displayed in advertisements. See Column 5, lines 54-59. Further, while Dedrick briefly describes payments

for the viewing of advertisements at column 11, lines 36-45, there is no indication that such payments can be made without the contact information delineated at Column 5, lines 54-57.

Claim 1, as amended recites a method for prompting an individual to create an anonymous data profile for the individual which includes the steps of "providing the individual with access to a database," "requesting anonymous profile information about the individual be entered into the database," "maintaining the anonymity of the individual through an inability to accept contact information in the profile" and "compensating the individual for either or both of entry of the anonymous profile information and feedback provided in response to marketing data"

Neither Goldhaber et al. nor Dedrick describe or suggest a method which includes compensating individuals for viewing marketing data while maintaining anonymity of the individual through an inability to accept contact information in a profile. For the reasons set forth above, Claim 1 is submitted to be patentable over Goldhaber et al. and Dedrick.

Claims 3-7 depend from independent Claim 1. When the recitations of Claims 3-7 are considered in combination with the recitations of Claim 1, Applicant submits that dependent Claims 3-7 likewise are patentable over Goldhaber et al. and Dedrick.

Independent Claim 8 recites a method for providing advertising feedback which includes the steps of "administering to each individual a password, absent any contact information for the individual," "utilizing the password to access a database," "entering profile information, absent any contact information, for the individual in the database," "maintaining the anonymity of the individual through an inability to accept contact information," "storing the entered profile information in the database," "presenting at least one of the individuals with a set of data," "receiving feedback from the at least one individual regarding the set of data" and "compensating the at least one individual for the feedback."

Neither Goldhaber et al. nor Dedrick describe or suggest a method which includes entering profile information, absent any contact information, for the individual into a database and compensating individuals for viewing data while maintaining anonymity of the individual through an inability to accept contact information. For the reasons set forth above, Claim 8 is submitted to be patentable over Goldhaber et al. and Dedrick.

Claims 9-15 depend from independent Claim 8. When the recitations of Claims 9-15 are considered in combination with the recitations of Claim 8, Applicant submits that dependent Claims 9-15 likewise are patentable over Goldhaber et al. and Dedrick.

Claim 16 recites an apparatus for conveying and storing information relating to anonymous data profiles. The apparatus comprises "a first data repository", "a first computer linked to said first data repository," "a processor programmed to communicate with said first data repository and said first computer," "a second data repository" and "a second set of computers linked to said second data repository". The first computer is configured to "communicate with said first data repository via a password and provide a first set of information about an individual to said first data repository, the first set of information lacking information relating to a name, an address, a telephone number, and a social security number of the individual through an inability to accept such information into said first computer". The second set of computers is configured to "provide a plurality of second sets of information to said second data repository, said first data repository separate from said second data repository, said processor further programmed to communicate with said second data repository and said second set of computers, said processor also programmed to receive and store feedback regarding the second sets of information, and provide compensation data to said first data repository and linked to the first information sets".

Goldhaber et al. and Dedrick do not teach nor suggest an apparatus which includes a first and second data repository which lacks information relating to a name, and address, a telephone number, and a social security number for an individual through an inability to accept such

information. Nor do Goldhaber et al. and Dedrick describe or suggest providing compensation data to said first data depository and linked to the first information sets, the first information sets lacking information relating to a name, an address, a telephone number, and a social security number of the individual. For the reasons set forth above, Claim 16 is submitted to be patentable over Goldhaber et al. and Dedrick.

Claims 17 and 19-21 depend from independent Claim 16. When the recitations of Claims 17 and 19-21 are considered in combination with the recitations of Claim 16, Applicant submits that dependent Claims 17 and 19-21 likewise are patentable over Goldhaber et al. and Dedrick.


Claim 22 recites a system for generating advertising feedback from anonymous consumers via an electronic data communications network. The system comprises "a control unit for coupling to the communications network," "a server coupled to said control unit and comprising a consumer generated data base for storing profile information relating to consumers, the data base having an inability to accept contact information within the profile, a marketer data base for storing information to be reviewed by consumers, and a processor". The processor is programmed to "receive consumer generated data sets from consumers, said consumer generated data sets controlled by the consumers, each consumer generated data set including a set of individual characteristics, though refusing a name, an address, and a social security number entry for the consumer, said processor further programmed to download said consumer generated data sets into said consumer generated data base," "receive information from marketers, said information controlled by said marketers, said processor further programmed to download said marketer generated data into said marketer data base," "said processor further programmed to compare said marketer generated data to each said consumer generated data set and if said marketer generated data is identified as matching one or more said individual characteristics of said consumer generated data sets, designating said marketer generated data for being communicated to the consumer, said processor also programmed to receive feedback from the anonymous consumers regarding the marketer generated data, said system configured to provide compensation to the anonymous consumers for the feedback."

Goldhaber et al. and Dedrick do not teach nor suggest a system which includes consumer generated data sets which refuses a name, an address, and a social security number entry for an individual via a data base having an inability to accept contact information within the profile. Nor do Goldhaber et al. and Dedrick describe or suggest a processor programmed to receive feedback from anonymous consumers regarding marketer generated data, where the system is configured to provide compensation to the anonymous consumers for the feedback. For the reasons set forth above, Claim 22 is submitted to be patentable over Goldhaber et al. and Dedrick.

Claims 23-26 and 28 depend from independent Claim 22. When the recitations of Claims 23-26 and 28 are considered in combination with the recitations of Claim 22, Applicant submits that dependent Claims 23-26 and 28 likewise are patentable over Goldhaber et al. and Dedrick.

In view of the foregoing amendments and remarks, all the claims now active in this application are believed to be in condition for allowance. Reconsideration and favorable action is respectfully solicited.

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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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For: METHOD AND APPARATUS :
FOR ANONYMOUS DATA :
PROFILING :

SUBMISSION OF MARKED UP CLAIMS FOR SUPPLEMENTAL AMENDMENT

Hon. Commissioner for Patents
Washington, D.C. 20231

Submitted herewith are marked up claims in furtherance of the supplemental amendment in response to the Examiner Interview of December 3, 2002, submitted separately herewith.

IN THE CLAIMS

Please cancel Claim 2.

1. (Once amended) A method for [generating]prompting an individual to create an anonymous data profile [of an]for the individual, said method comprising the steps of:

[administering to]providing the individual [a password;

utilizing the password to]with access to a database;

[refusing to accept contact information from the individual];

[entering]requesting anonymous profile information, about the individual [in]be entered into the database; [and]

maintaining the anonymity of the individual through an inability to accept contact information in the profile; and

[storing the profile information from the individual in the database]compensating the individual for either or both of entry of the anonymous profile information and feedback provided in response to marketing data.

3. (once amended) A method in accordance with Claim 1 wherein said step of [administering to the individual a password]requesting anonymous profile information comprises the step of asking the individual a plurality of questions.

4. (once amended) A method in accordance with Claim [2]3 further comprising the step of communicating with the individual via the password.

5. (once amended) A method in accordance with Claim 4 wherein said step of communicating with the individual comprises the step of asking the individual for [the]a multi-character identifier.

6. (once amended) A method in accordance with Claim [5]1 wherein said step of [communicating with]providing the individual with access further comprises the step of asking the individual at least one personal question, wherein the individual is permitted to enter the database only if the correct multi-character identifier is given and if at least one of the personal questions is answered correctly.

8. (twice amended) A method for providing advertising feedback, said method comprising the steps of:

administering to each individual a password, absent any contact information for the individual;

utilizing the password to access a database;

[refusing to accept contact information from the individual;]

entering profile information [about]for the individual in the database;

maintaining the anonymity of the individual through an inability to accept contact information in the profile;

storing the entered profile information in the database;

presenting at least one of the individuals with a set of data;[and]

receiving feedback from the at least one individual regarding the set of data; and

compensating the at least one individual for the feedback.

9. (once amended) A method in accordance with Claim 8 wherein said step of presenting [each individual]the individuals with a [second]set of [information]data comprises the step of presenting each individual with a second set of information generated by an advertiser.

13. (once amended) A method in accordance with Claim 8 wherein said compensating further [comprising]comprises the step of paying the individuals for their feedback with at least one of digital cash, credits, or coupons.

14. (once amended) A method in accordance with Claim 8 further comprising the step of separating the [first set of]profile information from the [second]set of data information and ensuring the advertisers do not obtain the first set of information.

15. (once amended) A method in accordance with Claim 8 wherein said step of presenting each individual with a [second]set of [information]data comprises the step of presenting each individual with [a second set of information]data that is specific to the [first set of]profile information provided by the at least one individual.

16. (twice amended) Apparatus for conveying and storing information relating to anonymous data profiles, said apparatus comprising:

a first data repository;

a first computer linked to said first data repository, said first computer configured to communicate with said first data repository via a password and provide a first set of information about an individual to said first data repository, the first set of information lacking information relating to a name, an address, a telephone number, and a social security number of the individual through an inability to accept such information into said first computer;

a processor programmed to communicate with said first data repository and said first computer;

a second data repository; and

a second set of computers linked to said second data repository, said second set of computers configured to provide a plurality of second sets of information to said second data repository, said first data repository separate from said second data repository, said processor further programmed to communicate with said second data repository and said second set of computers, said processor also programmed to receive and store feedback regarding the second sets of information, and provide compensation data to said first data repository and linked to the first information sets.

22. (twice amended) A system for generating advertising feedback from anonymous consumers[and controlling anonymous data sets] via an electronic data communications network, said system comprising:

a control unit for coupling to the communications network;

a server coupled to said control unit and comprising a consumer generated data base for storing profile information relating to consumers, the data base having an inability to accept contact information within the profile, a marketer data base for storing information to be reviewed by consumers, and a processor programmed to:


receive consumer generated data sets from consumers, said consumer generated data sets controlled by the consumers, each consumer generated data set including a set of individual characteristics, though refusing a name, an address, and a social security number entry for the consumer, said processor further programmed to download said consumer generated data sets into said consumer generated data base;

receive information from marketers, said information controlled by said marketers, said processor further programmed to download said marketer generated data into said marketer data base;

said processor further programmed to compare said marketer generated data to each said consumer generated data set and if said marketer generated data is identified as matching one or more said individual characteristics of said consumer generated data sets, designating said marketer generated data for being communicated to the consumer, said processor also programmed to receive feedback from the anonymous consumers regarding the marketer generated data, said system configured to provide compensation to the anonymous consumers for the feedback.

24. (once amended) A system in accordance with Claim 23 wherein said processor is further programmed to communicate [a]the anonymous consumer generated feedback of said designated marketer generated data to the marketer.

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